



CITY PARK & REEDY RIVER

REDEVELOPMENT AREA

Greenville, SC | March 2016

AGENDA

Citizens Advisory Committee

Meeting Purpose: Provide Overview of City Park & RRRRA Project, Define Public Engagement Process & CAC Role, and Discuss, Refine & Affirm Project Goals and Guiding Principles.

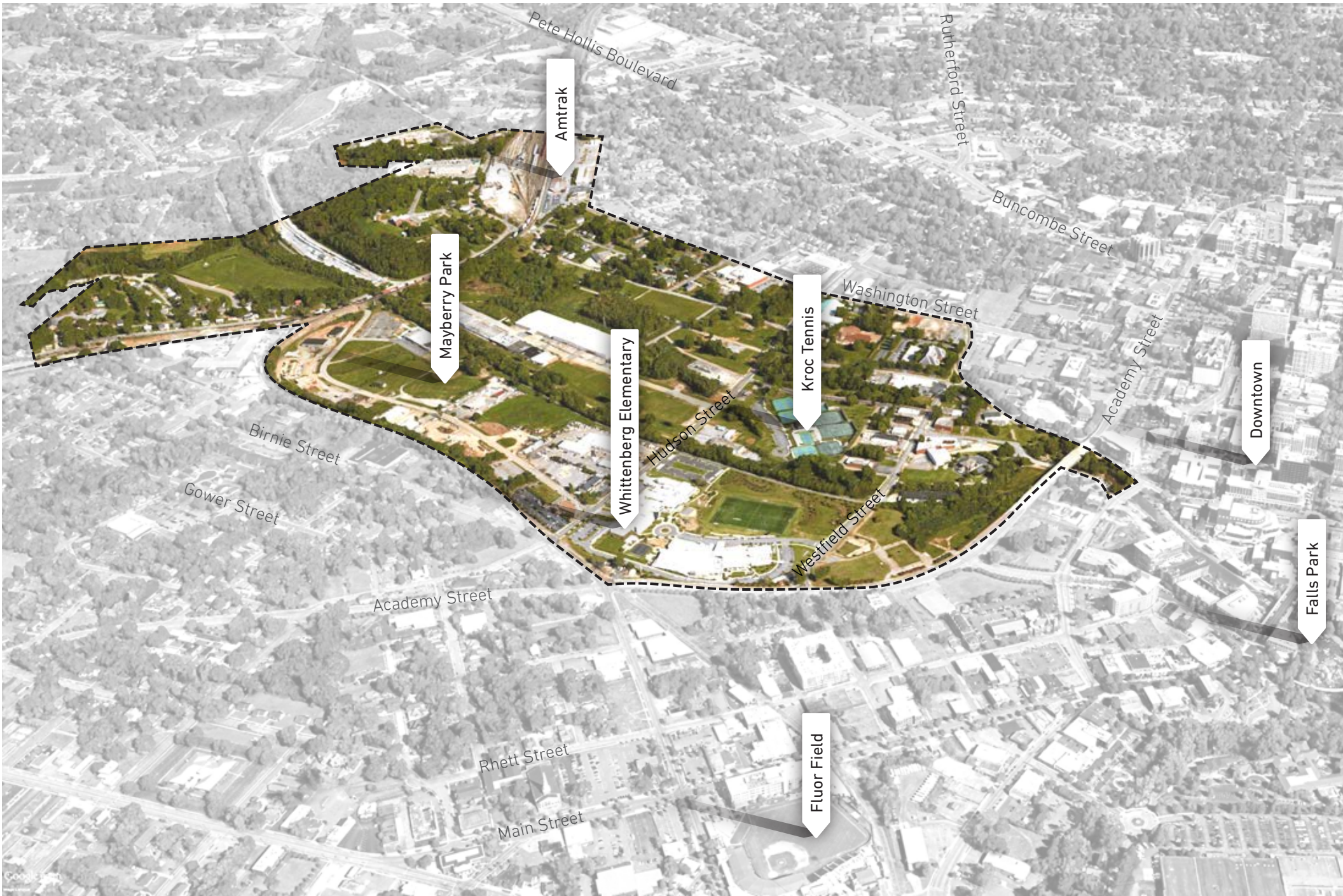
- 1 Introductions
- 2 Meeting Agenda and Meeting Goals
- 3 Project Overview
- 4 Public Engagement & CAC Role
- 5 General Project Questions & Discussion
- 6 Alignment Document Draft Review and Input
- 7 CAC Action Items and Next Steps





PROJECT OVERVIEW

PROJECT AREA



PROJECT SCOPE

COMMUNITY CHARACTER PLAN

AFFORDABLE HOUSING STRATEGY

FORM BASED CODE

CITY PARK DESIGN



PROJECT TEAM



MKSK

Creating the next generation of
urban public space & neighborhoods



Strategic Guidance for Integrating Real Estate Market
Dynamics with Community Vision



Pioneering Design in Civic Architecture & Structures



The International Leading Edge of Resilient Design &
Sustainable Systems



Fresh Engineering Solutions at the Interface Between
the Built Environment and Natural Environment



National Experts in Equitable Community
Development and Affordable Housing Tools



Local Leadership in the Creation of Signature Public
Space



Specialists in Transportation Engineering Consulting
and Traffic Studies throughout South Carolina



Local Expertise in Geotechnical Engineering and
Surveying



JOSHUA LANGE MARTIN

Delivering Best Practices in Form Based Code
Development & Implementation

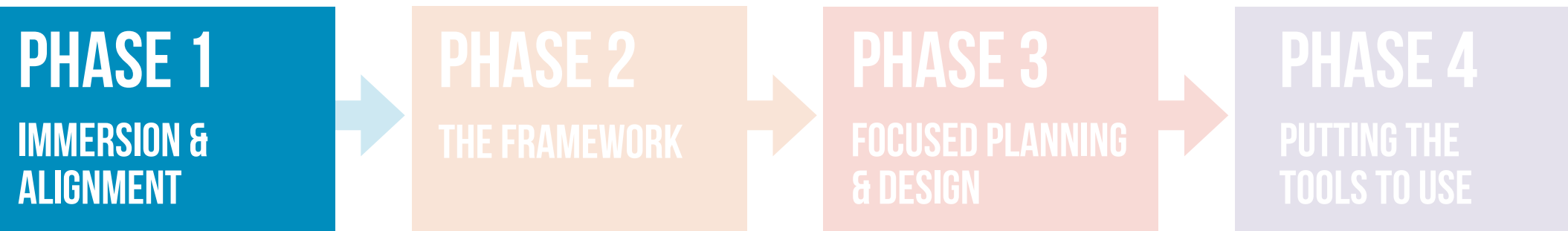
PROJECT PROCESS

Phases



PROJECT PROCESS

Phases



PHASE 1 IMMERSION & ALIGNMENT

Understanding the site, people & ideas in Greenville's West Side



PROJECT PROCESS

Phases



PHASE 2 THE FRAMEWORK

*Defining the public realm,
private market opportunities &
how they form the Community
Character Plan*

Community Character Plan

Site

River, Stormwater, Floodplain,
Utilities, Natural features, Wetlands, Topography,
Soils, Historic & Cultural Resources,

Program

Market Opportunities, Land Uses,
Neighborhood Life, Economic Opportunity, Multi
Modal Transportation, Housing Types, Services &
Businesses

PROJECT PROCESS

Phases



PHASE 3 FOCUSED PLANNING & DESIGN

City Park Design, Affordable Housing Strategy & Form-Based Code

Community Character Plan

- ↔ Affordable Housing Strategy
- ↔ Form-Based Code
- ↔ Neighborhood Design Guidelines
- ↔ City Park Design
- ↔ Complete Streets
- ↔ Infrastructure Planning

PROJECT PROCESS

Phases



PHASE 4 PUTTING THE TOOLS TO USE

*Implementation Plan &
Strategies*

Implementation Plan



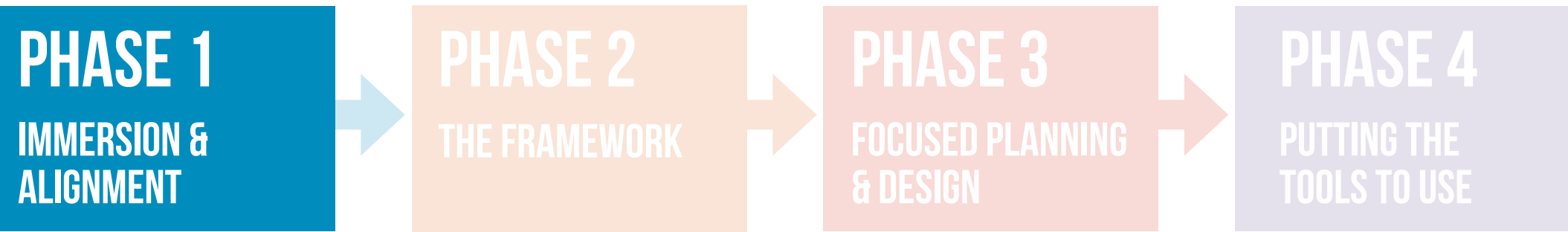
PUBLIC ENGAGEMENT PROCESS

Public Engagement by Project Phase



PUBLIC ENGAGEMENT

Phases



PHASE 1 IMMERSION & ALIGNMENT

Understanding the site, people & ideas in Greenville's West Side

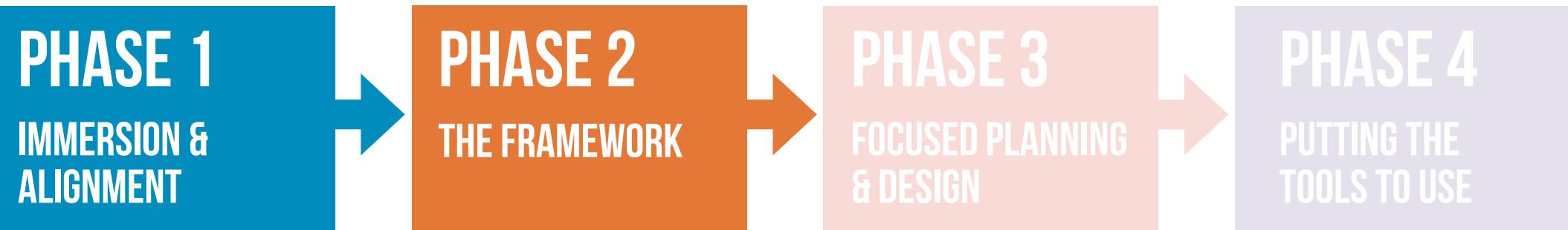
STAKEHOLDER MEETINGS
CITIZEN'S ADVISORY COMMITTEE

CONVERSATION

- Have previous studies captured the spirit and vision of the neighborhood?
- What are the recent events and conversations that impact the City Park & RRRA?
- Do the Guiding Principles for the City Park & RRRA address the overarching community priorities & concerns?

PUBLIC ENGAGEMENT

Phases



PHASE 2 THE FRAMEWORK

*Defining the public realm,
private market opportunities &
how they form the Community
Character Plan*

STAKEHOLDER MEETINGS
CITIZEN'S ADVISORY COMMITTEE
PUBLIC GATHERING & CONVERSATION

CONVERSATION

Is the neighborhood well-connected to the City Park?

Have sensitive natural features been properly identified for restoration & protection?

Does private redevelopment (scale, density, use) reflect the neighborhood vision?

Has a framework for integrating affordable housing options into the neighborhood been clearly articulated?

How do parks, streets, trails, green space, housing and proposed development fit into the fabric and support the function of the West Side neighborhoods?

PUBLIC ENGAGEMENT

Phases



PHASE 3 FOCUSED PLANNING & DESIGN

*City Park Design, Affordable
Housing Strategy & Form-
Based Code*

CITIZEN'S ADVISORY COMMITTEE
PUBLIC GATHERING & CONVERSATION

CONVERSATION

Is the city park welcoming & accessible for all ages, cultures and abilities?

Does the City Park allow for activities and events that support the vision for neighborhood and city life?

Does the affordable housing strategy provide a range of housing types that serve individuals and families of varying income?

Have the Reedy River and other natural features been restored for greater ecosystem function as well as public use & enjoyment?

Do streets, walks and trails accommodate all modes of travel (car, bike, foot, transit) and all ages and abilities?

PUBLIC ENGAGEMENT

Phases



PHASE 4 PUTTING THE TOOLS TO USE

*Implementation Plan &
Strategies*

CITIZEN'S ADVISORY COMMITTEE
CITY COUNCIL PRESENTATION

CONVERSATION

Are the plans and policies detailed, grounded, supported, and actionable?

Has the study identified and provided strategies to address the regulatory, funding and enabling constraints of the project?

CITIZEN ADVISORY COMMITTEE

CAC Role

- **Serves as advisors to City Council, staff and consultant in developing plan around the Core Planning Principles approved by City Council**
- **Carry the conversation into the community**
- **Partner in public and City Council discussions**

CITY COUNCIL APPOINTMENTS	CITY COUNCIL RECOMMENDATIONS
Mayor White Appointee	Affordable Housing Stakeholder
Councilor Fletcher Appointee	City Planning Commission Representative
Councilor Sprague Appointee – Dr. Robert Hanley	Environmental Organization Stakeholder
Councilor Doyle Appointee	Faith Based Organization Representative
Councilor Flemming Appointee	Neighborhood Stakeholder/Representative
Councilor Littlejohn Appointee	Park Advocate Representative
Councilor Sudduth Appointee	Philanthropic Community Representative
	Urban Design Professional

PROJECT GUIDANCE

- What is of special importance to you; your neighbors; your organization?**
- What are the strengths, the assets, the bright spots of the neighborhood on which this project should build?**
- How do you picture yourself using the park?**

ALIGNMENT DOCUMENT



PREVIOUS PLANS

Identify the strategic goals from the previous studies that are aligned and those that are conflicting



STAKEHOLDER FEEDBACK

Floodplain Administration
Public Utilities
RRRA Property Owners
Wellborn Street Property Owners
Affordable Housing Stakeholders
Citizen Advisory Committee



GUIDING PRINCIPLES

ALIGNMENT DOCUMENT

Plans Reviewed

- + **2001** The Reedy River Report
- + **2002** West Greenville Master Plan
- + **2002** Reedy River Master Plan
- + **2005** West Washington Street Redevelopment Master Plan
- + **2004 - 2005** West End Master Plan Update
- + **2007** Trails and Greenways Master Plan
- + **2008** Downtown Master Plan
- + **2009** Plan-it Greenville Comprehensive Plan
- + **2011** Southernside Neighborhood Vision Plan
- + **2011** Bicycle Master Plan
- + **2013** Brownfields Initiatives in Greenville
- + **2013 City Park Master Plan**
- + **2014 West Side Comprehensive Plan**

GUIDING PRINCIPLES

1

Build Upon Existing Plans, Conversations & Ideas



GUIDING PRINCIPLES

1 Build Upon Existing Plans, Conversations & Ideas

What are the points of emphasis from previous studies that bear repeating and discussing?

Are there any glaring omissions from previous work?

What has emerged since these studies were completed that impact this project?

GUIDING PRINCIPLES

2

Foster Authentic Civic Engagement

Does the process strike the right balance between building on previous public input and gathering fresh ideas?

Can the CAC carry conversations into the community and reach folks whose voice we might not otherwise hear?

What tools and materials can we provide you to support and inform your conversations with friends, family, neighbors and businesses?

GUIDING PRINCIPLES

3

Enable Equitable Development & Affordable Housing Opportunities



GUIDING PRINCIPLES

3

Enable Equitable Development & Affordable Housing Opportunities

What are your current and specific concerns about the nature of new development in the neighborhood?

What has turned out well? What hasn't?

In addition to affordable housing options, what are the services and amenities that would better support daily life in the neighborhood? Where would these be best located?

GUIDING PRINCIPLES

5

Enhance Connectivity and the Public Realm



GUIDING PRINCIPLES

5

Enhance Connectivity and the Public Realm

What parts of your daily routine can you accomplish in the neighborhood? What requires a car or transit trip? What services improve the quality and convenience of everyday living needs?

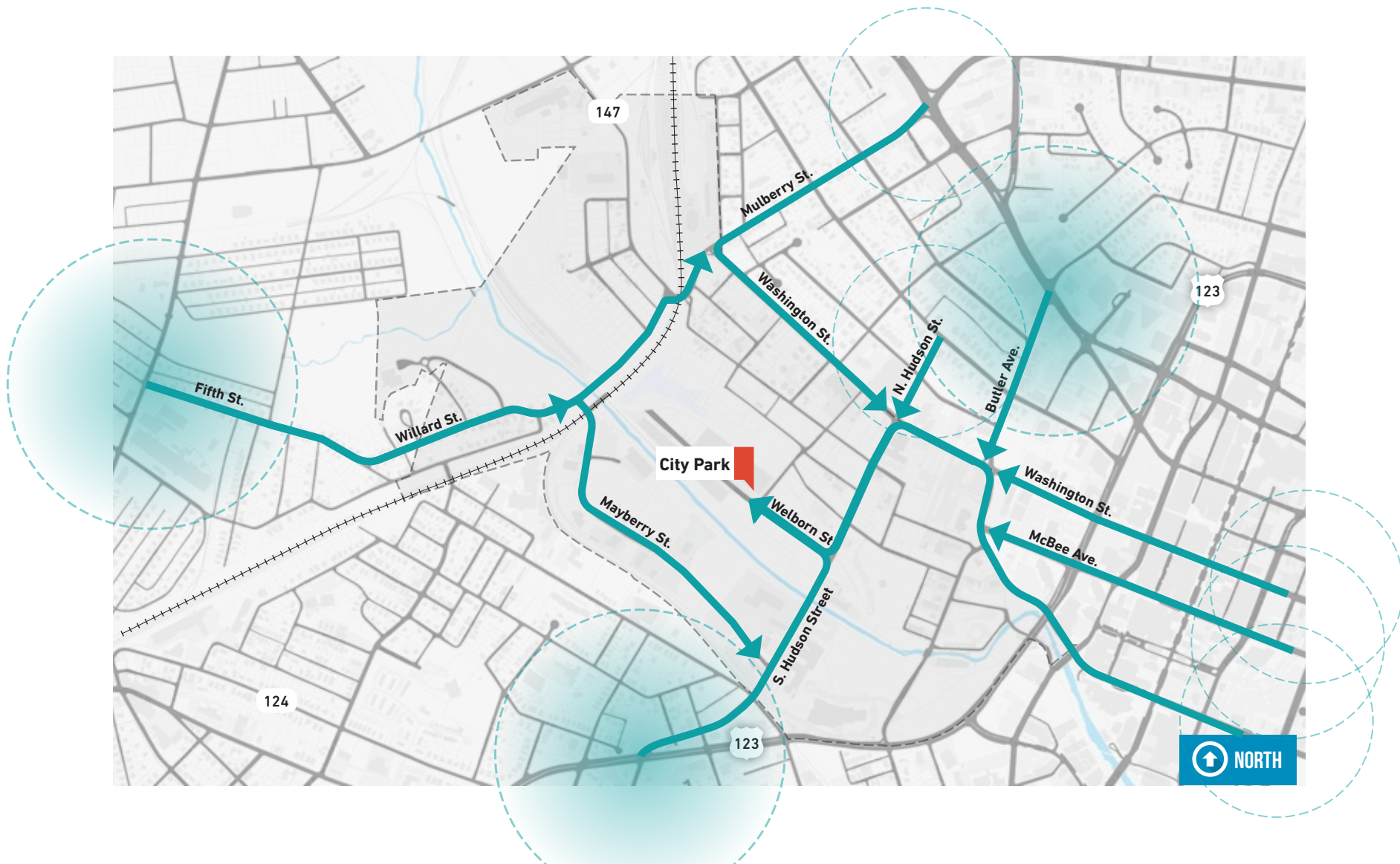
What are the current barriers to traveling by foot or bike in the neighborhood (or on specific streets)?

What are the access, traffic, visibility or parking challenges with running a successful local businesses?

GUIDING PRINCIPLES

6

Create Accessible and Welcoming Public Spaces



GUIDING PRINCIPLES

6

Create Accessible and Welcoming Public Spaces

Are there real or perceived barriers at other public parks that discourage use by certain groups or individuals?

Are there qualities of public space that make you, your friends, families or neighbors more comfortable in public parks?

In addition to the design and features of public parks, are there operation and management aspects of the park environment that can create/impair a welcoming and non-intimidating atmosphere?

Aside from architectural examples, what are the significant historical, social or cultural aspects of the West Side that are important to the community and most valued?

GUIDING PRINCIPLES

7

Protect and Enhance the Reedy River



GUIDING PRINCIPLES

7

Protect and Enhance the Reedy River

How do you envision using the river? What does it look like?

What are the best practices in river restoration and protection that should apply to this site and potentially supplement City code and policy?

Do you anticipate the community will support a restoration effort that would impact mature vegetation in the larger interest of restoring a more functional, healthy and scenic river corridor?

GUIDING PRINCIPLES

8

Integrate Innovative Sustainable Systems into Public Spaces



GUIDING PRINCIPLES

8

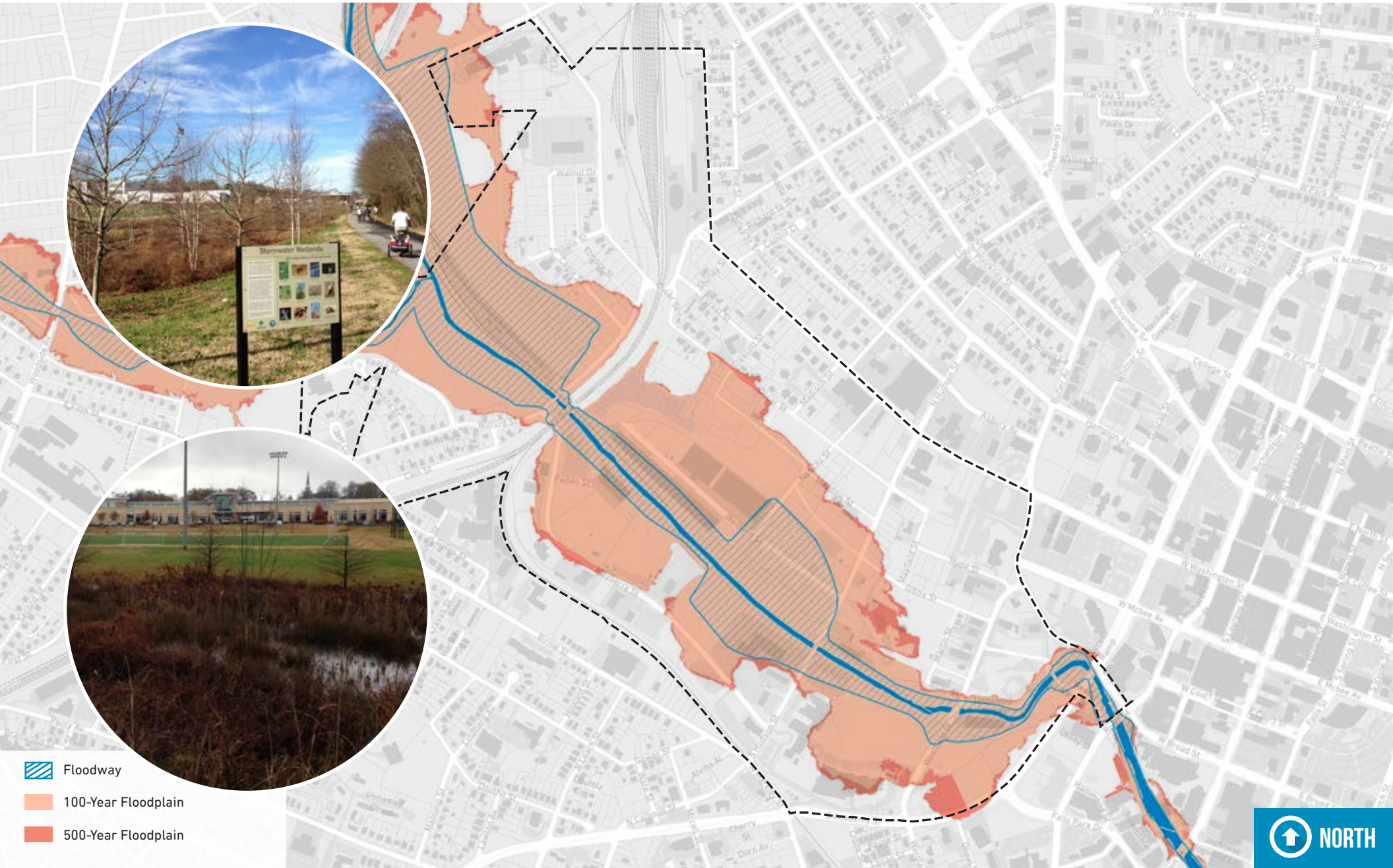
Integrate Innovative Sustainable Systems into Public Spaces

The Sustainable Sites program is being utilized to measure and benchmark the sustainable strategies planned for the City Park

What are the educational and institutional partnering opportunities that could grow out of a model green design and building project at City Park?

SUSTAINABLE SITES INITIATIVE

Environmental Factors



GUIDING PRINCIPLES

9

Implement the Community Vision: Form Based Code, Schematic Park Design, Affordable Housing Policy

Main Street

The Main Streets run perpendicular to Boundary Street and are lined with mixed-use shopfront buildings that are positioned at the front of each lot. Parallel parking on both sides of the street combined with wide sidewalks creates a safe and inviting place for both pedestrians and motorists.

B. Building Placement

Build-to-line Location: 0 ft. from ROW (typical)

Side Setback: 0 ft.

Rear Setback: 5 ft.

D. Notes

1. Appurtenances may extend beyond the height limit.
2. Building fronts are required to provide shelter to the sidewalk by means of at least one of the following: arcade, colonnade, marquee, awning, or 2nd floor balcony.
3. For permitted uses, see Section 6.8.E.
4. The alignment of floor-to-floor heights of abutting buildings is encouraged to allow for shared use of elevators.



A. Locator Diagram



C. Building Volume

Building Width: 16 ft. minimum
160 ft. maximum

Building Height: 2 story minimum
5 story maximum
60 ft. maximum

Lot Coverage: 80 % maximum



GUIDING PRINCIPLES

9

Implement the Community Vision: Form Based Code, Schematic Park Design, Affordable Housing Policy

A Form Based Code is a regulatory tool designed to codify the vision for the character & form of neighborhood development. It addresses both public space (streets and open space) and private development. The City has had good success with using this type of code in the Haynie-Sirriner neighborhood and

The City Park design will be developed to 30% construction plans which will define the character and look of the park, its main features and activities and provide construction cost estimates and to allow for capital planning.

The affordable housing strategy will develop policy alternatives, funding strategies and land disposition recommendations to be considered for adoption and implementation by City Council.

PROJECT GUIDANCE

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